



Activity Calendar

2010

Exporting is competitive, and making the most of your marketing time and dollars takes expertise. Market entry services help U.S. suppliers find the right markets and reach the right buyers and importers.

ACTIVITY DESCRIPTIONS

BUYERS MISSIONS

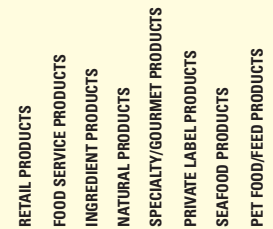
Foreign buyers come to the U.S. to meet with suppliers like you during Buyers Missions. You can learn more about your products' export potential and build relationships with key industry buyers without the time and expense of overseas travel.

FOCUSED TRADE MISSIONS

Trade Missions bring U.S. suppliers to a country to meet with foreign buyers and learn about the market. The missions can include a market analysis of your product prior to a visit, an in-market briefing, tours of supermarkets and food service providers, buyer meetings, product show-cases, assistance with lead follow-up, and a networking reception.

FOOD SHOW PLUS!™

This tradeshow enhancement service prepares you for and maximizes your international tradeshow experience. Services are customized for each show but may include pre-show feedback on competitive products, translation of your company's marketing material, on-site food industry interpreters, scheduled meetings with potential buyers, site visits to local retailers, in-market seminars, and follow-up assistance.



WHICH ACTIVITIES ARE BEST FOR ME >

UNITED STATES OF AMERICA ACTIVITY	DATE	LOCATION	RETAIL PRODUCTS	FOOD SERVICE PRODUCTS	INGREDIENT PRODUCTS	NATURAL PRODUCTS	SPECIALTY/GOURMET PRODUCTS	PRIVATE LABEL PRODUCTS	SEAFOOD PRODUCTS	PET FOOD/FEED PRODUCTS
BUYERS MISSIONS										
Specialty Foods Buyers Mission at the Winter Fancy Foods Show	January 17-19	San Francisco, California								
Northeast Buyers Mission	February 7-12	Philadelphia, New York, Boston								
Frozen Food Buyers Mission at the American Frozen Food Institute Frozen Food Convention	February 27 - March 3	San Diego, California								
Natural Products Buyers Mission at the Natural Products Expo West Show	March 12-14	Anaheim, California								
Seafood Buyers Mission at the International Boston Seafood Show	March 14-16	Boston, Massachusetts								
Pet Food Buyers Mission at the Global Pet Expo	March 25-27	Orlando, Florida								
Food Service Buyers Mission at the National Restaurant Association Show	May 22-25	Chicago, Illinois								
Sweets and Snacks Buyers Mission at the Sweets and Snacks Expo	May 25-27	Chicago, Illinois								
Caribbean and Central American Buyers Mission for Retail and Food Service	June	Miami, Florida								
Deli and Bakery Buyers Mission at the International Dairy-Deli-Bakery Association Seminar and Expo	June 6-8	Houston, Texas								
Feed Ingredients Buyers Mission at the World Pork Expo	June 9-11	Madison, WI and Des Moines, IA								
Specialty Foods Buyers Mission at the Summer Fancy Foods Show	July 11-13	New York City, New York								
Food Ingredients Buyers Mission at the Institute of Food Technologists Show	July 17-21	Chicago, Illinois								
Midwest Buyers Mission	July 26-30	Illinois, Michigan, Wisconsin								
Bakery Ingredients Buyers Mission at the International Baking Industry Exposition	September 26-29	Las Vegas, Nevada								
Feed Ingredients Buyers Mission at the World Dairy Expo	September 28-October 3	Madison, Wisconsin								
Natural Products Buyers Mission at the Natural Products Expo East Show	TBD	Boston, Massachusetts								
Convenience Products Buyers Mission at the National Association of Convenience Stores Show	October 6-8	Atlanta, Georgia								
Food and Beverage Buyers Mission at the Americas Food and Beverage Show	November	Miami, Florida								
Private Label Buyers Mission at the Private Label Manufacturers Association Show	November	New York, New York								
FOOD EXPORT MARKETING FORUM										
Buyers Mission and Education Sessions	October	Chicago, Illinois								
CANADA										
FOOD SHOW PLUS!™										
Food Show PLUS!™ at SIAL Canada	April 21-23	Montreal, Canada								
TRADE MISSIONS										
Focused Trade Mission to Canada for Retail and Private Label Products	June	Toronto, Canada								
Focused Trade Mission to Canada for Specialty and Natural Products	November	Toronto, Canada								
MEXICO										
FOOD SHOW PLUS!™										
Food Show PLUS!™ at ANTAD	March 4-7	Guadalajara, Mexico								
Food Show PLUS!™ at Alimentaria	June 1-3	Mexico City, Mexico								
TRADE MISSIONS										
Focused Trade Mission to Mexico for Technical Food Ingredients	April 12-15	Mexico City, Mexico								
Focused Trade Mission to Mexico for Food Service Products	August 2-5	Mexico City, Mexico								
Focused Trade Mission to Northern Mexico for Retail Products	October 25-28	Monterrey, Mexico								

Please note: Dates and locations are subject to change, and upcoming activities are pending funding from the USDA. Please visit our website for more event information.

BRANDED PROGRAM

Receive up to 50% reimbursement through our Branded Program for many expenses associated with exhibiting at international tradeshows and participation in some Focused Trade Missions, as well as many other international marketing expenses. For more information regarding the Branded Program, complete the form on the last page and send it back in to us.

MARKET BUILDER

Discover your product's sales potential in international markets with the Market Builder Program. This service provides customized, in-market research to help you determine if a market is right for your product. For more information about the Market Builder Program, complete the form on the last page and send it back to us.

RETAIL PRODUCTS
FOOD SERVICE PRODUCTS
INGREDIENT PRODUCTS
NATURAL PRODUCTS
SPECIALTY/GOURMET PRODUCTS
PRIVATE LABEL PRODUCTS
SEAFOOD PRODUCTS
PET FOOD/FEED PRODUCTS

WHICH ACTIVITIES ARE BEST FOR ME >

CARIBBEAN, CENTRAL AMERICA AND SOUTH AMERICA ACTIVITY

ACTIVITY	DATE	LOCATION	RETAIL PRODUCTS	FOOD SERVICE PRODUCTS	INGREDIENT PRODUCTS	NATURAL PRODUCTS	SPECIALTY/GOURMET PRODUCTS	PRIVATE LABEL PRODUCTS	SEAFOOD PRODUCTS	PET FOOD/FEED PRODUCTS
FOOD SHOW PLUS!™										
Food Show PLUS!™ at SIAL Mercosur	August 25-27	Buenos Aires, Argentina	■	■						
TRADE MISSIONS										
Focused Trade Mission to Central America for Retail and Food Service Products	May	TBD	■	■						
Focused Trade Mission to the Caribbean for Retail and Food Service Products	June	TBD	■	■						
Focused Trade Mission to Colombia and Brazil for Retail Products	August	Medellin, Colombia and Sao Paulo, Brazil	■							

EUROPE ACTIVITY

ACTIVITY	DATE	LOCATION	RETAIL PRODUCTS	FOOD SERVICE PRODUCTS	INGREDIENT PRODUCTS	NATURAL PRODUCTS	SPECIALTY/GOURMET PRODUCTS	PRIVATE LABEL PRODUCTS	SEAFOOD PRODUCTS	PET FOOD/FEED PRODUCTS
FOOD SHOW PLUS!™										
Food Show PLUS!™ at ISM	January 31-February 3	Cologne, Germany	■				■			
Food Show PLUS!™ at the Food and Drink Expo	March 21-24	Birmingham, United Kingdom	■	■		■	■	■		
Food Show PLUS!™ at Alimentaria	March 22-26	Barcelona, Spain	■	■		■	■			
Food Show PLUS!™ at the Symposium on Fine Food and Drink	May	Germany	■			■	■			
Food Show PLUS!™ at Interzoo	May 13-16	Nuremberg, Germany								■
Food Show PLUS!™ at SIAL Paris	October 17-21	Paris, France	■	■	■	■	■	■	■	
Food Show PLUS!™ at Health Ingredients Europe (HiE)	November 16-18	Madrid, Spain			■					
TRADE MISSIONS										
Focused Trade Mission to Paris for Retail Products	TBD	Paris, France	■			■	■	■		

SEAFOOD TRADE SHOWS

Seafood Trade Show at the European Seafood Exposition	April 27-29	Brussels, Belgium							■	
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MIDDLE EAST ACTIVITY

ACTIVITY	DATE	LOCATION	RETAIL PRODUCTS	FOOD SERVICE PRODUCTS	INGREDIENT PRODUCTS	NATURAL PRODUCTS	SPECIALTY/GOURMET PRODUCTS	PRIVATE LABEL PRODUCTS	SEAFOOD PRODUCTS	PET FOOD/FEED PRODUCTS
BUYERS MISSIONS										
Buyers Mission at Gulfood	February 21-24	Dubai, UAE	■	■		■	■		■	
FOOD SHOW PLUS!™										
Food Show PLUS!™ at Gulfood	February 23-26	Dubai, UAE	■	■		■	■		■	
Food Show PLUS!™ at Sweets Middle East	November	Dubai, UAE	■							
TRADE MISSIONS										
Focused Trade Mission to the Middle East for Food Service and Retail	November	Dubai, UAE	■	■						

ASIA ACTIVITY

ACTIVITY	DATE	LOCATION	RETAIL PRODUCTS	FOOD SERVICE PRODUCTS	INGREDIENT PRODUCTS	NATURAL PRODUCTS	SPECIALTY/GOURMET PRODUCTS	PRIVATE LABEL PRODUCTS	SEAFOOD PRODUCTS	PET FOOD/FEED PRODUCTS
FOOD SHOW PLUS!™										
Food Show PLUS!™ at Japan Self Service Association	February 8-10	Tokyo, Japan	■							
Food Show PLUS!™ at the International Food and Beverage Exhibition (FOODEX)	March 2-5	Tokyo, Japan	■	■	■	■	■		■	
Food Show PLUS!™ at Aahar India	March 10-14	New Delhi, India	■	■	■					
Food Show PLUS!™ at Food Ingredients China	March 23-25	Shanghai, China			■					
Food Show PLUS!™ at Food and Hotel Asia	April 20-23	Singapore	■							
Food Show PLUS!™ at Seoul Food and Hotel	May 12-15	Seoul, Korea	■	■						
Food Show PLUS!™ at SIAL China	May 19-21	Shanghai, China	■	■	■	■	■		■	
Food Show PLUS!™ at Taipei International Food Show	June 23-26	Taipei, Taiwan	■							
Food Show PLUS!™ at Natural Products Expo Asia	August	Hong Kong, China	■	■		■				
Food Show PLUS!™ at Seafood Asia	TBD	TBD							■	

ACTIVITY LISTINGS CONTINUED ON LAST PAGE

PRODUCT SHOWCASE AND CHEF TASTING

Fax back to 312.334.9230, or visit our events calendar at www.foodexport.org or www.foodexportusa.org

Please send me information on the following activities:

